

The Greater
Department
Store.

Morsman, Innes & Co.

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"ALL THINGS COME TO HIM WHO WAITS." When we first opened our store we expected to have a Grand Opening soon. We did not consider that we were properly introduced to the people of this community until we had received them as guests under our own roof. But circumstances were against us, and delay followed after delay, so that it seemed as if we never would be ready. But working and waiting brings achievements, and now we make our best bow to the Wichita public, already our friends and patrons, and announce that our

GRAND OPENING RECEPTION

will occur FRIDAY EVENING, DECEMBER 15, at half past seven o'clock, and EVERYBODY IS INVITED. We have three thousand beautiful souvenirs for distribution. On that day our store will close at 5 p. m. to make preparations for the reception of our guests. We hope everybody will come. And now, having announced our indebtedness of a semi-social character, and invited you to help us liquidate the same, we are again the busy merchants you all know, and desire to call your attention to the good things we are offering this week.

CHRISTMAS NOVELTIES

There are so many beautiful things in this line that we can only mention a part of them, and forego any attempt at description. Hand Mirrors, Celluloid Toilet Sets, Handkerchiefs and Glove Boxes, Work Boxes, Shaving Sets, Fancy Clocks, Smoking Sets, Mantel Sets, Jewel Cases and Boxes, Cloth and Hat Brush Sets, Ebony Brushes and Mirrors with Sterling Silver Trimmings, Japanese Pottery and fine Japanese Vases, Trays and Ornamental Articles, Albums, Fancy Toilet Bottles, etc., etc.

JEWELRY DEPARTMENT

We have just received a new lot of fine Brooches for the Christmas trade, Sterling Silver Bracelets, Friendship Hearts, Jeweled Pompadour, Side and Back Combs, and you will find that every item of the large line in our jewelry cases priced about one-third less than usually sold for. "Slide" jewelry we do not carry.

DOMESTIC DEPARTMENT

Eiderdowns. We have just opened an extensive and well selected line of these beautiful goods in plain colors and fancy stripes for both robes and gowns. Nothing better or prettier anywhere. Prices per yard 29c, 34c, and 49c.

Counterpanes and Bed Spreads. We have an excellent line of these, ranging in price from 86c to \$2.69.

Deserving special mention is a beautiful fringed Counterpane that is excellent value, a very handsome and useful Christmas present. Price...\$1.24

LINEN DEPARTMENT

We have so many things in our Linen department that are suitable for Christmas work that we want to call your attention to them again.

You are looking for just the things we have in this department for your art work.

Dresser Scarf Material, Fancy Crash, 4c and 10c.
Fancy Serim, 14c.
Hemstitched Linen, 14c.
Fringed Linen, in fancy colors, 25c.
Round Thread Art Linens, 35-inch, 25c and 50c.

Handkerchief Linens, 35-inch, 50c and 75c.

Heavy Wool Skirtings.

Forty inches wide. This is a big value and a rapid seller. 48c

Towels.

No difficulty finding what you want here. Ask to see our 40-inch

Oatmeal Towel 23c

You will find no such value anywhere. Our 40-inch Linen Huck is another good one 23c

SATIN DAMASK, extra large and fine, with knotted fringe 48c

FANCY HEMSTITCHED HUCK—40 inches and extra good quality 24c

Bear this in mind when you are looking for something nice for yourself or your friends. We have a strong line of cheaper Towels, but there are especially good things for the season.

MILLINERY DEPARTMENT

See the fine line of Trimmed Hats displayed in this department. Also the very pretty things we have in Baby Hoods and Caps. White Silks, Eiderdowns and Angoras.

Greatest Sale of Man-Tailored Suits

Ever Known in Wichita.

We have arrived at the conclusion that we have too many Suits on hand. This stock must be greatly reduced before January 1st, consequently we will make a cut on prices that is a cut. This is no old stuff we offer, but new, the very latest styles and fabrics known in the market.

We place the price on Two Hundred Stylish Garments at 40 per cent less than they are worth.

\$10.00 Suit, Royal Blue Venetian, for \$27.70

\$7.00 Suit, Navy Blue Venetian, for \$25.89

\$30.00 Suit, Tan Venetian, \$19.73

\$25.00 Suit, Black Golf Plaid, \$17.70

\$15.00 Suit, English Homespun, \$14.29

\$15.00 Suit, Castor Venetian, for \$11.19

\$12.75 Suit, assorted shades Venetian \$8.79

\$10.50 Suit, assorted shades homespun, for \$6.92

The above is a sample of the reductions we make.

The Price is Made to Sell. Cost Cuts No Figure.

You can't buy the cloth in any one of the stores for what we sell you a ready-made garment.

Plush Coats From \$7.48 to \$15.00

Silk Skirts Here again we have decidedly the best line you can see anywhere. Beautiful goods, made up well, \$4.69 to \$12.00

Our sales on Jackets have been large, but we still have a fine assortment in great variety of material. All strictly man tailored.

Our sales on Corset Waist Wrappers? These are comfortable, neat-fitting garments. We have them in a variety of materials.

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DRESS GOODS DEPARTMENT.

French Flannels.

Last week we called your attention to our fine French Flannels. They proved rapid sellers and we had to order more. They cost us more, too, but we make same price per yard. 63c

They are beautiful and you should make your selection quickly.

WOOL PLAIDS—We have a beautiful line of all wool Plaids for waists and skirts. These are very fine goods and are the latest thing Madame Fashion has decreed. They are forty-five inches wide and make up into very dressy garments. We have them in browns, modes, castors, tans, blues, reds and greens. They would be reasonable at \$1 per yard. Price 64c

Silks.

We have some new Silks for yokes and waists in plain colors and fancies. Very stylish and of excellent quality. Price per yard, 59c to \$1.69.

Black Silks.

"My dear sir, if you are wondering what to present to your wife or your mother for Christmas, let us suggest a Black Silk dress pattern, always desirable, always dressy and stylish and almost generally appropriate. You cannot miss giving great pleasure to the recipient. We have them in great variety and all prices, from 50c per yard up to the limit of your desire. Our obliging salespeople will give you all the information you want."

Here are some of the very best effects in Black Silk.

PEAU DE SOIE quality and prices ranging from 94c to \$2

TAFETAS, per 67c to \$1.19

Ask to see our GUARANTEED TAFETAS—This is the finest goods of its kind ever brought to this market. It is of fine texture and POSITIVELY WILL NOT SPLIT. The guarantee is \$1.19

GRON GRAIN—We have an extra good value in this elegant weave. It is well worth a third more than we ask for it. Per yard \$1.19

FAILE—We have some very fine pieces of this to show you. It is the very best of its kind and quality considered, ought to bring \$1.30. Our price per yard 98c

Plaid Skirts

Very stylish. A fine line 64c to \$12.00

Ask to see our Skirts of Venetian cloth in applique. They are very dressy.

Our line of Homespun and Venetian Cloth Suits is so large and all are so attractive that we find it hard to particularize. Prices are also attractive.

Rainy Day Skirts

Two-faced material, very fine and extra good value, \$5.48 to \$8.48

Misses' Skirts

In plaids and plain colors; a large shipment just opened, \$1.69 to 4.48

Embroidered Flannels.

These are dainty goods for skirts and for baby cloaks and are priced much below their actual value. Per yard, 79c, 89c, and \$1.19.

Flannellette and Cotton Flannel.

We have still a lot of these goods in mill lengths and way below the market value. Flannellette of the grade we are offering is well worth its selling price for that everywhere. Our price per yard 51c

COTTON FLANNEL has been going higher and higher and is now worth 84c. Our price per yard 6c

ART GOODS

We have a beautiful line of Battenburg Lace Goods, Tidy, Water Mats, Daisies, Pillow Shams and Dresser Scarfs, Stamped and Printed Linens in great variety of design and sizes for Sofa Pillows and Cushions. Also a lot of pretty Tapestries for Art Work. We have Patterns, Stamped Linens, Braids, Thread and Laces, centers for Lace Handkerchiefs, Brainard & Armstrong's Silks in all colors and shades.

In Art Goods of this character we can show you anything you need for your Christmas work.

See our Pocketbooks, Chatelaines, Hand Satchels and Shopping Bags. Nothing finer for Christmas presents than these.

AT OUR GLOVE COUNTER

We are having a very satisfactory trade on the celebrated JOUVIN KID GLOVES. Satisfactory to us because these gloves are so very satisfactory to our customers. Thousands of sales and no complaints. We have them at

\$1.49, \$1.69, \$1.89 and \$2.29.

We have just opened a new lot of Pile Lined and Fur Trimmed Kid Mittens for ladies. Should sell for \$1.50. Price 98c

Mocho Mittens, Pile Lined and Fur Trimmed 60c

Same goods for children 48c

We have a still cheaper line for children 24c

SILK MITTENS—Wool Lined and made by the Amsterdam mill. Nothing better in the market. \$1.